



To: Kat Madru / Entercom P.S.A. Director & Jill Christl / Executive Assistant
Fr: Sharelle Martin – Entercom Promotion Assistant
Re: KDND 3rd Quarter PSA Activities July, August, September 2010
Date: October 13, 2010

Here is a report of the KDND Public Service activities for the 3rd Quarter of 2010:

- Ø KDND attended Sheldon High School's school carnival on August 27th from 5p – 8p. KDND played music as well as handed out prizes as students enjoyed the carnival.
- Ø KDND donated an Atlantis Resort Spa Package to be used during their raffle at the 8th Annual Fort Sutter Lions Club Luau on September 4th. The Fort Sutter Lions Club uses this event to raise money for school aged children to buy them backpacks and school supplies for the upcoming school year.
- Ø On Thursday, September 8th KDND turned listeners onto SMUD's Greenergy program which uses renewable energy sources to power local businesses and residential areas. KDND used their resources in the form of 36 live breaks during the span of 18 hours talking about Greenergy and other energy resources as well as a Greenergy overhaul of their website that day to educate and get the word out to their listeners (total value \$16,400).
- Ø KDND participated in the NP3 Fun Run on September 15th at NP3 Middle & High School on Del Paso Blvd in Sacramento. From 11:30am – 2:30pm KDND played music and gave away prizes to guests attending the event.
- Ø KDND participated in the Run to Break Silence on Ovarian Cancer on September 25th at the UC Davis Cancer Center in Sacramento. The Run to Break Silence on Ovarian Cancer helps raise money for ovarian cancer research and education programs. From 5pm – 8pm KDND played music and gave away prizes to guests attending the event.